



City of Arts & Innovation

News Release

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Riverside receives six ADDY awards for advertising and marketing work

RIVERSIDE, Calif. – The City of Riverside received six awards at the 2011 American Advertising Federation Inland Empire ADDY Awards competition for various advertising and marketing campaigns from the past year.

The ADDY Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. Conducted annually by the American Advertising Federation, the Inland Empire ADDY Awards are the first of a three-tier, national competition that recognizes excellence in creativity and execution of all forms of advertising.

The City, which creates a variety of informative and promotional advertising and marketing pieces each year, received one Gold, one Silver and four Bronze ADDY Awards in this year's local district competition.

The Gold winning entry was awarded to the City for its Destination Marketing campaign that launched in June 2010. This entry will be forwarded on to the American Advertising Federation District 15 competition. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition.

The Silver winning entry was for the "Dinner at EPIC Restaurant Invitation." Bronze winning entries included Seizing Our Destiny, Retail Opportunities Map, Riverside's Top 25 Restaurants 2010 and Fox Gala Invitation.

"We entered six advertising and marketing pieces and received six awards," touted Mayor Ronald O. Loveridge. "I am delighted that our city's creativity is recognized by the American Advertising Federation and I am especially proud that our flagship campaign focused on branding Riverside as the City of Arts & Innovation received a Gold!"

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